

MINUTES

Valdosta-Lowndes Zoning Board of Appeals
*Valdosta City Hall Annex Multi-Purpose
Room 300 North Lee Street,
Valdosta, Georgia*

Tuesday July 7, 2026 2:30 p.m.

MEMBERS PRESENT

John “Mac” McCall
Gary Wisenbaker
Nancy Hobby
Nathan Brantley
Travis Cox

MEMBERS ABSENT

Allan Strickland
Keith Godfrey
Marion Ramsey

STAFF PRESENT

Margaret Torres
David Henry

VISITORS PRESENT

Jeni Alexander
Carlton Richard
Jack Langdale
Jennifer Walker

CALL TO ORDER

John “Mac” McCall

Calling of meeting to order at 2:30 p.m. and explanation of meeting process to all those in attendance.

CITY OF VALDOSTA CASES:

APP-2026-08-The Val D’Aosta Company and South Georgia Steaks LLC (2101-2125 W. Hill Ave.) Multiple Variance requests to LDR 230-9 & 230-11 as it pertains to signs in C-C (Community Commercial) Zoning District. The subject property is located at 2101-2125 W. Hill Ave. (All or part of Tax Parcels 0081A 012, 013 & 015).

Margaret Torres presented the case to the board. She explained that the applicants are requesting several variances to the city’s sign regulations.

Margaret Torres stated that the first variance requested is to the multi-tenant sign regulations. The applicant is proposing 3 multi-tenant signs to be located at each entrance to the development that are 35 ft in height which meets regulation but are also requesting them to be 516 sq ft each structure, but 330 sq ft of actual sign faces within the multi-tenant sign itself. Each structure is proposed to meet the minimum distance. requirement of 300 ft apart at each entrance.

Margaret Torres stated that the second variance request is to the directional sign regulations. The applicant is proposing to have 14 directional signs throughout the site that will direct visitors to the different interior locations in the development. Each sign is proposed to be 11 ½ ft in height and each sign face is proposed to be 6.6 sq ft each.

Margret Torres stated that the third variance is for the freestanding sign for the new Austin's Steakhouse location. The original sign stood in front of the old restaurant along Hwy 84. It was proposed to be moved when the new building was being built but was told by staff at that time that it would need a variance due to size. When a sign is taken down and moved to a new location of a new parcel, it becomes a new sign and would have had to meet the current regulations. The sign was moved without variance and permits were not purchased for structure or electrical nor was the sign inspected at that time. They are now requesting variance to bring the sign into compliance. When the sign was originally erected, the sign standards allowed for up to 35 ft in height and 125 sq ft total.

Margaret Torres stated that the fourth variance requested is for a dual face variable message billboard that is requested at the northwest corner of the subject property. There is currently a quad face stacked billboard located approximately 350 feet east of the proposed location that will be completely removed. The current billboard has another dual-face billboard directly across from it that is approximately 157 feet away. The variance is a request for distance from another variable message billboard which is currently located in front of Cheddars on Norman Drive. It is approximately 3561 radial feet from the proposed location. It is also approximately 450 ft from the static billboard located across the street from the current quad-faced billboard on W. Hill Ave.

Margaret Torres stated that the last variance requested is for high-rise signage on the property. They are requesting to add 4 high-rise signs in addition to the current high-rise sign located at the Northeast corner of the subject property abutting Interstate 75.

Margaret Torres stated that staff recommended that the Board find the request inconsistent with review criteria and deny. However, staff did recommend approval of the request to relocate the Austin's sign.

Mac McCall asked if the applicant was present. Jack Langdale stood and was recognized as legal counsel for the applicants. Jack Langdale stated that they were not asking for any variances for high rise signs right now. Jack Langdale stated the proposed development would offer something different for the area. He stated the applicants have consulted with an architectural firm. He also stated that the development may not need all of the signs that have been requested.

Mac McCall asked if the applicant would be opposed to the Board putting a stipulation on the variable message board so that it is placed at the far western property line. Jack Langdale said that they had no such objection.

Mac McCall asked if anyone else was present to speak in favor or opposition to the request.

Jeni Alexander from Inland Gas Stations asked about the sign application process. Mac McCall stated that she would need to speak with staff.

Mac McCall asked if staff were contacted. Margaret Torres stated that her office was not contacted.

Mac McCall asked for any motions.

Gary Wisenbaker motioned to approve the variance with a condition that the variable message board be placed at the far West corner of the property and meet all Zoning and GDOT regulations. Nancy Hobby seconded the motion. Motion approved 3-0-1. Nathan Brantley abstained due to conflicts.

OTHER BUSINESS:

Introduction of new Board member Gary Wisenbaker

Approval of previous minutes:

The minutes from the June 2, 2026, meeting were reviewed by the board members. Travis Cox motioned to accept the minutes as presented. Nancy Hobby seconded the motion. The motion passed 2-0-2.

Attendance review:

Allan Strickland was excused due to work obligations.

Marion Ramey was excused due to work obligations.

Keith Godfrey was excused due to a scheduled vacation.

Adjournment:

Meeting adjourned at 3:15 p.m.



John "Mac" McCall, Chairman

8-4-26

Date